

Freight Mobility & Trade Plan



Outreach and Development

Rich Biter

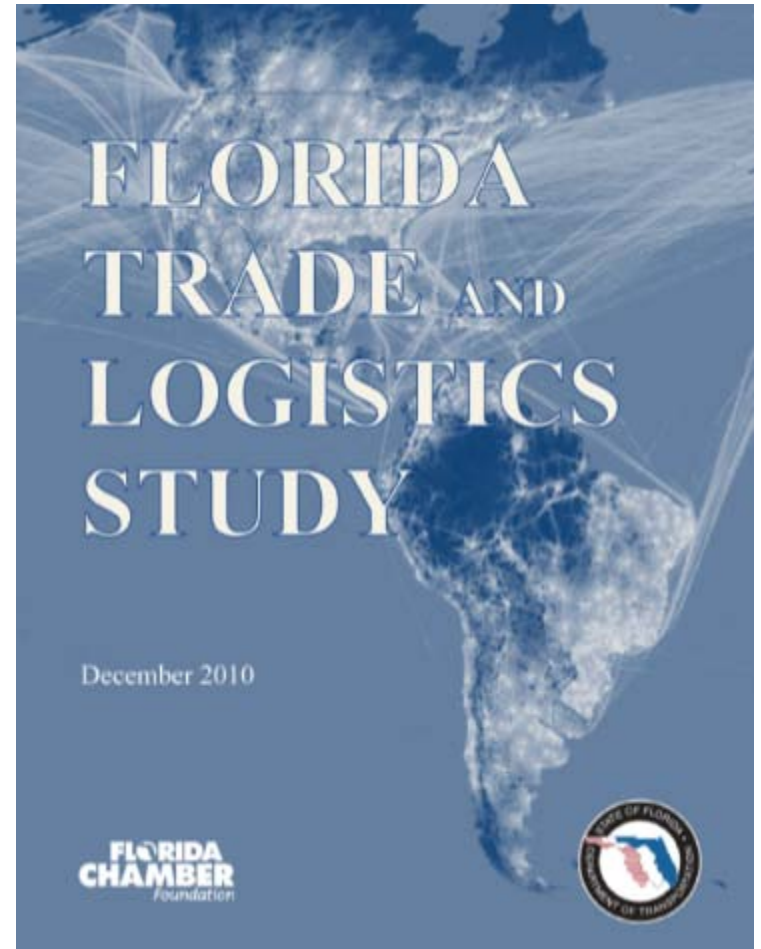
Asst. Secretary, Intermodal Systems Development



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Florida Chamber and FDOT

- Document existing domestic and international trade flows
- Estimate future domestic and international trade flows
- Identify opportunities for Florida to compete globally
- Recommend strategies to pursue most attractive opportunities



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Governor's Focus

A key initiative of Florida Governor Rick Scott's 2012 Job Creation and Economic Growth Agenda is to



“reprioritize state transportation projects to focus on those that would, over the short and long term, help create the greatest number of jobs”



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Freight Mobility and Trade Plan

Response to Florida House Bill 599

Approved on April 27, 2012 by signature of Governor Rick Scott, Florida House Bill 599 requires the Florida Department of Transportation to develop the Freight Mobility and Trade Plan. The goals for the creation of the plan are:

- 1. Increasing the flow of domestic and international trade through the state's seaports and airports ...** recapture cargo currently shipped through seaports and airports located outside the state.
- 2. Increasing the development of intermodal logistic centers in the state ...** capitalize on the empty backhaul trucking and rail market in the state.
- 3. Increasing the development of manufacturing industries in the state ...** transportation facilities that will promote the successful development and expansion of manufacturing facilities.
- 4. Increasing the implementation of compressed natural gas (CNG), liquefied natural gas (LNG), and propane energy policies ...** that reduce transportation costs for businesses and residents located in the state.

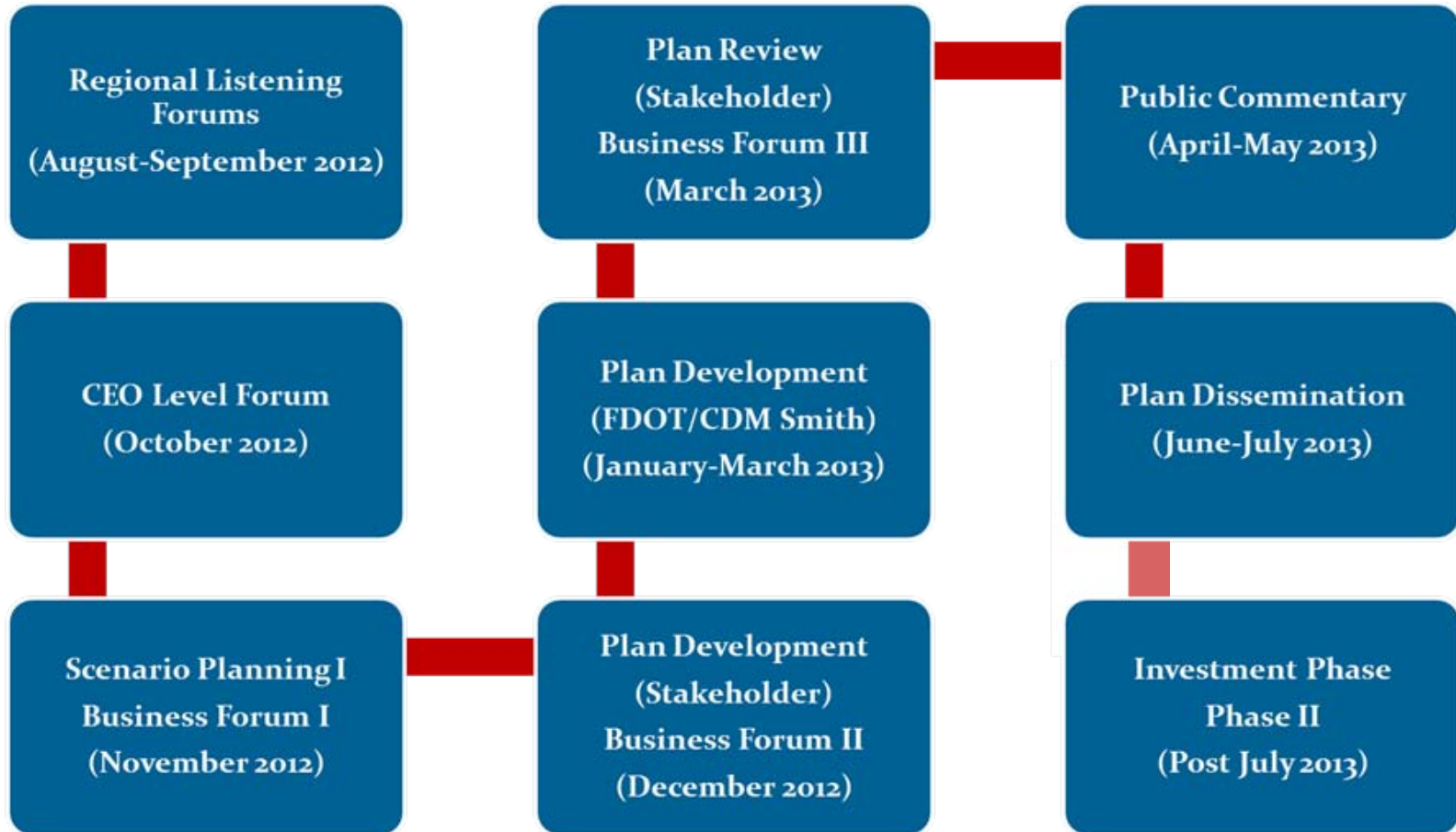


Plan Process

- Plan will be done in two phases:
 - Policy Element – Due by 7/1/13
 - Lays out overall freight policy direction and framework for freight investment decisions
 - Meets requirements of HB 599
 - Investment Element – *Est.* completion 7/1/14
 - Identifies and prioritizes freight needs across modes
 - Meets requirements of MAP-21
 - *Draft* Report Due for Comment: *Est.* 3/1/14
 - *Final* Report Due by: *Est.* 7/1/14



Policy Element Process



Freight & Mobility Trade Plan

FDOT scheduled for six locations around the state, these sessions gathered observations and comments on the current and future condition of the freight transportation system from all interested participants.

Extensive effort was made to hear from Public/ Private Industry on:

- Deficiencies of the system
- Solutions to remedy those conditions
- Future needs envisioned to support growth



The six Regional Listening Forum sessions were held in:

Miami
August 8, 2012

Jacksonville
August 16, 2012

Ft. Myers
August 29, 2012

Orlando
August 9, 2012

Panama City
August 17, 2012

Tampa
September 11, 2012



Who attended?

- **Private/Public**

- Logistics Executives
- Brokers and Shippers
- Trucking Companies
- Commercial Real-Estate Developers
- Trade Associations (Truck/Air/Rail/Manufacturing)
- Retail
- Local Chambers and Economic Development Authorities
- Environment Advocates /Activists
- Customs

- **Number of attendees:**

- On avg. per forum: 80 -100 plus participants
- Total count: 430 (plus/minus)



What We Heard

- What are the most important current issues affecting Florida's freight community?
 - **Working well:**
 - Coordination between the modes and between private and public entities
 - Freight infrastructure investment via the SIS
 - Department openness to taking a regional/statewide view of freight mobility
 - **Needs improvement:**
 - Shortage of revenue to address needs
 - Shortage of human resources at both the private and public levels
 - Need more focus on local freight issues, esp. as “the last mile”



What We Heard

- What does the future hold for freight mobility and trade in Florida?
 - **Future opportunities:**
 - Florida's trade imbalance – empty backhauls – present opportunity for expanding our manufacturing base
 - Panama Canal expansion and Latin America trade
 - Innovation and productivity gains through technology
 - **Future challenges:**
 - Addressing conflicting goals of freight network expansion and community livability, accommodating freight AND passengers
 - Education of the public on the importance of freight
 - Funding issues are likely to get worse



What We Heard

- How should the Freight Mobility and Trade Plan address these opportunities and challenges as well as the needs of the business community in Florida?
 - Work with Economic Development agencies to develop a strategy for expanding manufacturing
 - Develop better tools to determine best investments, e.g. ROI models that cross modes
 - Work with local governments on “last mile” issues
 - Consider new technologies that improve productivity and efficiency of existing infrastructure



C- Level Forum (CEO, CFO, COO)

This special session next month in Orlando seeks to engage the senior leadership of:

- Companies presently located in the state
- Those we seek to encourage to locate in the state
- Others who can contribute to the economic growth of the state

Set up as a two-part exchange, this session will discuss the outcomes of the Regional Listening Sessions and promote similar discussions with these leaders within the freight community.

This same group will contribute to the plan's development by providing an Executive Level Private Sector input on how FDOT can best craft and implement a statewide Freight Mobility and Trade Work Program.

